



Maharaja Agrasen Institute of Technology

Department of Management

**REPORT ON
Marketing Club Activity**

**MEMESTORM: THE ART OF VIRAL MARKETING, MSM
5th November, 2024**

MEMESTORM: THE ART OF VIRAL MARKETING

Think you can create the ultimate viral meme? Here's your chance!

Bring your best memes to life in a fun, fast-paced competition! Form a team (1-3 people) and get ready to market a product through memes create, laugh, and compete for top titles.

Certificates for all participants!

**Date: 5th November, 2024
Timing : 2 pm Onwards
Venue: 741, Block 7**

Register Here!

Faculty Coordinator
Dr. Nitin Walia
Dr. Anju Bharti
Dr. Anoop Kumar Gupta
Dr. Rajiv Jain
Dr. Sukhvinder Singh
Ms. Radhika Aggarwal

Student coordinator:-
Vaibhav Mittal - 9811200618
Ram Arora - 9013702406
Nivedi Choithani - 8800655782

Date: 5th November, 2024

Venue: Maharaja Agrasen Institute of Technology

Organized by : Marketing Society MAIT (MSM), Department of Management, MAIT

Faculty Coordinators: Dr. Nitin Walia, Dr. Anju Bharti, Dr. Anoop Kumar Gupta, Dr. Rajiv Jain, Dr. Sukhvinder Singh, Ms. Radhika Aggarwal

Students Coordinators: Vaibhav Mittal, Ram Arora, Nivedi Choithani

Event Judges: Dr. Neeru Gupta & Dr. Ritu Gupta

Introduction

The Marketing Club Society (MSM) of Department of Management, MAIT, organized creative event, 'MemeStorm - The Art of Viral Marketing' on 5th November, 2024, for students of MBA & BBA. The participation was from various colleges including Panjab University, SRM University etc., 9 teams had participated in totality, each team having 3 to 4 members, 7 teams participated offline whereas 2 teams participated through online platform. The winners were given four titles: Funniest Meme, Most Creative, Best Marketing Strategy and Audience Favourite which was taken through Audience Poll.

It was aimed at harnessing the power of internet culture to create viral marketing strategies. The event brought together students, marketers, and social media influencers to brainstorm, create, and share engaging meme-based content that aligns with current trends and brand values.

Event Highlights

1. Meme Creation Workshop: Hands-on workshop where participants learn the basics of meme creation, including selecting visuals, crafting punchlines, and timing for maximum engagement.
2. Meme Battle: Participants formed teams and competed to create the best memes on given topics related to the brand's target audience. Winning memes were chosen based on creativity, relevance, and shareability.
3. Meme Trends Brainstorming Session: Participants collaborate to identify current and emerging meme trends, then brainstorm ways to apply them to the brand's marketing strategy.
4. Closing Ceremony and Awards: Concluding the event by announcing the winning memes, presenting awards, and sharing highlights from the day.

Conclusion: Memestorm was a success in cultivating a creative environment for leveraging memes in digital marketing. The student audience left with new insights and skills, ready to implement these techniques in future marketing strategies. This event not only boosted brand visibility but also demonstrated the power of memes in connecting with modern audiences.

Acknowledgements: We extend our thanks to faculty, influencers, and all participants who contributed to the success of organizing 'Memestorm'.

Recommendations: Future events could benefit from incorporating more case studies from successful meme campaigns, expanded networking sessions for marketers and influencers as well as follow-up sessions to measure the impact of memes created during Memestorm.

Snapshots



Winners:

1. Most Creative: Team Witty Bros
2. Best Marketing Strategy: Teen Bhai, Teeno tabahi
3. Funniest Meme: Juice Pilado
4. Audience Favourite: Witty Bros

Sl. No.	Team Name	Institute	Team Members
1.	Radical	MAIT	Suraj Padhi, Yatharth Aggrawal, Mohit kumar
2.	CHOCO	MAIT	Kartavya Manchanda, Sreeganesh, Vansh
3.	Eagles	Panjab University	Surender singh Rathore
4.	Teen Bhai, Teeno Tabahi	MAIT	Jaanvi Gupta, Aashima Bansal, Sukriti Goel
5.	WittyBros	MAIT	Shivam Gupta, Shreyas Harsh
6.	Bazaar K Bazigar	MAIT	Mansi Garg, Tanvi, Harsh
7.	Official.Code	SRMU	Divyansh Tiwari
8.	Scorpion	MAIT	Bhavook Singh, Rohit, Fiza Rahman
9.	Juice Pilado	MAIT	Avichal Dixit, Nitin Mittal

List of Students Coordinators and Volunteers

S.No.	Name	Semester
1.	Nivedi Choithani	MBA 3 rd Sem
2.	Sakshi Goel	MBA 3 rd Sem
3.	Yamini Gupta	MBA 3 rd Sem
4.	Tanya Raizada	MBA 3 rd Sem
5.	Gatish Maggo	MBA 3 rd Sem
6.	Aryan Jain	MBA 3 rd Sem
7.	Jatin Aggrawal	MBA 3 rd Sem
8.	Ajay Mittal	MBA 3 rd Sem
9.	Radhika Mittal	MBA 3 rd Sem
10.	Ashutosh Bansal	MBA 3 rd Sem
11.	Sanya Mittal	MBA 1 st Sem
12.	Shruti Jindal	MBA 1 st Sem
13.	Sneha Sharma	MBA 1 st Sem
14.	Vaibhav Mittal	BBA 5 th Sem
15.	Ram Swaroop Arora	BBA 5 th Sem