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Abhishek Mande
Three college teams from across India won cash prizes at the Social Media Wizard 2010 contest held in Mumbai.

The contest was rediff.com's initiative to encourage students to explore social media techniques to make a difference to an initiative in their institute. The participants were required to create a Page on an initiative of their choice -- it could be a page for their college, or their department activities, or even their sports teams or bands, maybe even the social causes supported by their institutes and so on. The content ran for two months during which students promoted their page, gathered followers and made an impact to their chosen initiative. The top ten teams were called for a presentation. They were judged on all aspects -- their page performance in terms of the number of followers, the activity and

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interactions on their page, the reach through various promotions they made to the page, the diversity of the media they used to communicate, the future plans for their page etc -- overall the holistic approach and the difference made to the initiative.

The top three honours included a cash prize of Rs 1 lakh for the winner and Rs 50,000 and Rs 25,000 for the first and the second runner-up respectively.

At an event held in Mumbai on Thursday, the three winners walked home with super-sized cheques and smiles on their faces.

We spoke to the three winning teams and their endeavours:

A Week without Mobile

With over a thousand followers, A Week without Mobile was created by Catherine R, Daniel V and Doni Cherian, students of the Karunya University from Coimbatore. They were the only non-B school students. The team finished third in the contest and won Rs 25,000.

About the page:

Catherine tells us that the idea behind creating this page to make people understand the importance of their mobile phones. She says, "The topic is universal because a lot of us have a mobile phone and take it for granted. We chose this topic also because we were looking at a very wide base of potential users."

[Follow A Week without mobile here](#)

How they went about promoting the page:

Catherine continues, "We promoted this page online as well as offline. At Karunya we have an intranet connection. We used that to the fullest sending IMs to all users among other things. But it was when we were preparing for our exams that we realised we had to take it offline too. So we printed out posters, cards, A3 size ads and placed them on notice boards, benches and even in busses and on taxis. This helped us gain visibility."

Future plans

We are planning to make and market t-shirts of the page, promote it heavily during our cultural festival as well as hoping to create various applications such as games that can be played on the intranet as well as online.

Why the judges voted for this page:

Prerana Nayak, Associate Director, Product Development, rediff.com, who was on the panel of judges says, "Karunya was the only technical or non-B-school team and their effort was so very genuine. The honesty in their work, the extra-ordinarily innovative page promotion techniques, consistency in their performance made them an easy choice of all three judges.

Image: From left: Doni Cherian, Catherine R and Daniel V
Photographs: Abhishek Mande



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