Question # 1

You’re an alcohol brand, say **Bacardi Rum**. You need to get people buzzing about your brand. You can install gizmos and thingamajigs at clubs, you can fly cameras around music festivals, you can tie up with artists, bartenders, create custom cocktails celebrating something, but in spirit your job is to make people (not just the drunk ones) go “Wow, that’s cool yaar!”

*Deliverable*: An on-ground digital installation idea

*Bonus points*: If you can convince us that this is an award-worthy, innovative idea.

**Execution –**

* This can be done at a music festival, where everybody has to wait in queues for their drinks
* This will be a metal frame set up overhead of the audience with a bunch of nozzles mounted on the metal frames at certain distances
* These nozzles will be electronically attached to the bar. They can be activated through an app on your phone which people will get to download at a price at the venue entrance
* People can select the drinks which they want on this app and will have to hold their cups up in the air to get their drinks delivered where they are standing rather than waiting in queues to fill their glasses
* This will add to the craziness and liveliness of the festival enabling people to be always on the dance floor
* These nozzles can be used for showering confetti and even water to add a fun element to the festival
* This will add more energy to the final cut of the aftermovie of that festival and can be powered by alcohol brands like Tuborg, Bacardi Rum etc.

QUESTION # 2

You’re an ultra-hot Automobile brand, say **Bajaj Pulsar**. Everybody thinks you’re cool. You’re fast, aggressive, edgy, and as the ads say – Definitely Male. You’re into long bike rides, stunts, the city streets, and the great outdoors. What messages do you send out on your Social Media platforms? Show us some samples.

*Deliverables*: A mix of Tweets, Facebook Posts, and Instagram posts

*Bonus points*: While we don’t expect haiku here (although, it’ll be nice if you surprise us) we are relying on your command of word play, rhetoric, and wit to make these very interesting.

QUESTION # 3

You’re a toothpaste. No offence, we mean to say you’re the brand **Close Up**. You have rational benefits to back you up, but your audience cares more about the emotional benefits you speak of. You instill confidence in them, confidence to take on the world, and conquer every mountain. You make your audience feel energetic every morning, you claim that the freshness will last all day. You’re clearly selling a lifestyle more than a product. What we need is a contest idea that engages your audience at an emotional level and convinces them that life will be infinitely better if they switch to your brand of toothpaste.

*Deliverable*: An idea for a contest, this can be on a website or on Social Media

*Bonus Points*: If your contest idea is reflective of a social trend seen among the audience (18 – 25 years young)

**Ans-**

**Name** - This contest will be called the #CloseupMatch

**Concept** - As per the newest social trend called Tinder is swaying everybody’s mind. Close-up should come up with a mobile app or an app on the website or FB app which will have a QR code scanner.

**Objective** – The objective of this contest will be to increase sales and also to swarm the youth towards buying the product by attracting them through a match maker app.

**How will it work** -

* This contest will have the hashtag #CloseupMatch promoted through every medium ie. TVC, Digital and Print.
* The Close up match will be formed only when a buyer buys our toothpaste. Once the box is opened there will be a half QR code on the inside of the box which the buyer will have to cut and remove.
* Once removed he/she will have to scan the QR code with their webcam or mobile phone. This QR code will be half, the other half of which when joined will be a match.
* Once scanned you will have to enter your Facebook Login details and then it will take information from your Fb and save your QR code as male or female.
* When two QR codes entered by a male or female are scanned it will be a #CloseUpMatch and they can have a chat online.

QUESTION # 4

Q4. Writing a content strategy for a brand is much like thinking for a person. As people, we are all ‘brands’ in our own way on Facebook or Twitter. Our friends/followers expect particular types of updates from us, and it makes up ourpersonality.

Your task: Develop a Facebook content strategy for our **Creative Director- Omkar Sane** (for his FB profile, specifically). He’s a bestselling author, film-writer, amongst other things.Most of his friends are from the media/publishing/entertainment industry. His current updates include witty statuses, the occasional Instagram and film/ad related links. In the back of his head, Omkar feels it’d be great if he can increase his follower count by a few hundred people (don’t judge him, please! :P). How should he go about it? What kind of content can he create/share/recommend which would spike people’s interest?

**Ans-**

1. Share or put Minimalistic Bollywood content/posts etc. from his account.
2. As he is a film-writer he should write the good old famous Bollywood dialogues tweaking them according to the latest trending topics
3. He should definitely pass comments on authors like Chetan Bhagat who is now judging a reality dance show
4. If possible host a film-writing show in a college and share the experiences on his personal social media platforms
5. Try sharing relatable youth content than being preachy
6. Also sometimes a bit of VJ Hoezaay video content can help
7. Or the ultimate thing can be collaborating his wittiness with AIB superstars.

QUESTION # 5

**Flipkart** fucked up on the bigbillionday. People screwed them over. You’re Flipkart. Suggest 3 ideas you’d do anywhere online (FB, Twitter, YouTube, Insta, etc) to say sorry. No personal e-mails, the Bansals have already done that.

**Ans-**

1. They should run a campaign called ‘#AngryKya? Toh order from Flipkart’. This will be a fun activity where in Flipkart will run a contest and ask people if they are angry or annoyed with anything. They will apologize in a manner a brand has never done before. Eg. A person lodges a complaint about a product being wrongly delivered and they will be gratified with goodies from Flipkart along with their misplaced product.
2. They can do a webseries or TVC based on the concept #MangaoAurBajao. In this people will have to order and then when the delivery guy hands the order to them they will have a chance for grievance redressal which will be recorded in a fun quirky video to go as web series or TVC. This giving people a chance to feature in Flipkart video and bajao the brand in a fun way
3. Another campaign can be #BolaNaSorry! This will be a sure contest during any of the major festive season. The concept of this contest is that buyers on a particular festive season will have to order for any 5 products at a time worth any amount. These 5 products will have letters SORRY written on the packaging respectively. The buyer has to collect all the letters and put the unique code scratched under the letters and put it in their shopping cart and within a day they will get a mail about the gratification or prize they have won. Gratification can be from products to discounts on their next order or vouchers etc.

QUESTION # 6

Write the story of Titanic in a limerick

**Ans -**

The story of an action-packed, ill-fated maiden voyage.. in a film soo romantic,

Owww...that was obvious to be called the ‘Titanic’.

The two lovers, Jack & Rose had the habit to go up the deck and scream,

And yeah, I guess that was the only reason it was the Ship Of Dream.

The film had song named, My heart will go on,

Sounds like it’s sung by an Oprah singer named Celine Dion.

The film is directed by the brilliant James Cameron,

Hey Leo..you deserve an Oscar and there’s no intended pun.

QUESTION # 7

Between calculus and Barkha, which do you find more attractive? And why?

**Ans -**

I broke up with Maths when I turned 16. So no ways I’ll find Calculus attractive. And if you say Barkha, the only thing which came to my mind was Barkha Dutt. She is not attractive but yeah obviously less aggressive than Arnab Goswami.

QUESTION # 8

Have you ever been to the Dark Side of the Moon? What is it like?

**Ans-**

I have never been to the Dark Side Of The Moon and I bet nobody apart from some geeks of Nasa might have ever seen it. But yeah, I have heard The Dark Side Of The Moon by Pink Floyd. But for information everybody on earth can seen only 59% of the moon and the rest 41% is never visible to us. ;)

QUESTION # 9

Tell us 7 uses of a toothpick apart from its original use?

1. I can try and use it to open an Iphone Simcard tray if I have lost the original pin.
2. Can be used for Knitting a small sweater maybe.
3. Can be used as a paper cutter using a scale along with it
4. Can use it like a fork to pick up sliced mango cubes
5. Can be used to press a Rest Button of the car audio systems
6. Can be used to clean your laptop keyboard dirt
7. Can be chewed to reduce the habit of smoking

QUESTION # 10

How would you sell a bag of sand to a camel herder?

**Ans-**

A camel herder would obviously think, am a retard if I sell a bag of sand to him as it is. But not when I sell it to him smartly.

I would use a little bit of Epsom salt aka Magnesium Sulfate and mix it with glow in the dark paint also called as fluorescent paint. This paint comes in various colors. I would prefer golden color and soak the salt and paint and then after drying it mix it with the sand.

I would open the bag of sand in the night and show the camel herder the golden sand and tell him that I need money and all I have with me to give you is this bang full of gold sand and the deal will be closed for sure.

QUESTION # 11

You’re stuck on an island. Write 3 SOS signals you think might get noticed.

**Ans - If I was stuck on an island with no mobile coverage**

1. I would try and light up a fire in the trees and bushes which may get noticed
2. I would make a flag with my shirt and tie with a bamboo on the beach with and SOS signal written on the sand
3. Would try and make an oily solution with all the stuff I have like ball pens, sand etc and let it in the water to float so that it may get noticed from the above