

## MARK UP PRESENTS “AD-O-HOLIC”

*“In Politics one party always devotes their energies to prove that the other is unfit to rule - both commonly succeed and are right”*

~ H.L. Mencken, 1953.

Politics today is as much about Marketing as it is about philosophy, as much about PR as about governance. A winner is made as much by the cacophony of his media campaign as he is by the fortitude of his principles.

This year's Ad-o-holics will drive more than just the bottom line of a corporation, they will make (or break) the future of a nation...

### IN A NUTSHELL

In the country of Markesia, there are 3 political parties in the running for the general elections. Craft a communications strategy, and take one of them to victory!

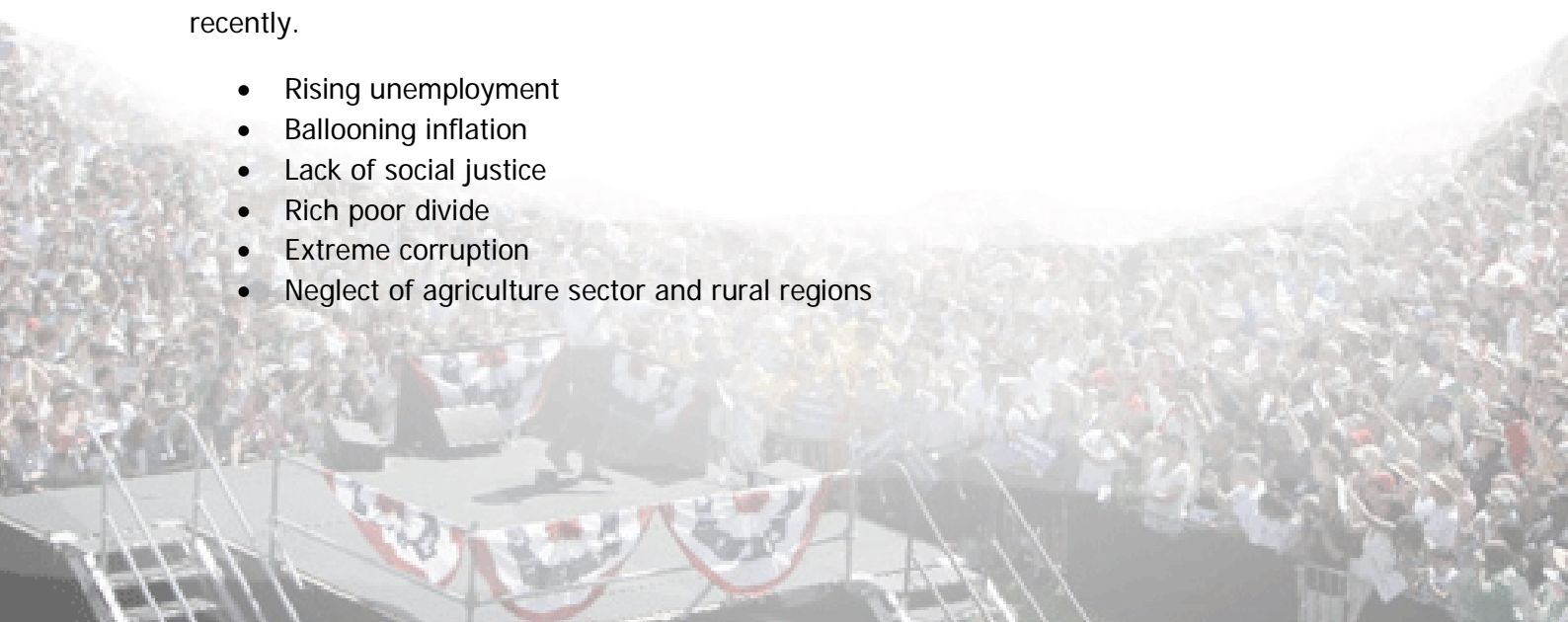
Below, we have provided the background on the nation as well as the political parties. You are free to make **reasonable assumptions** – and communicate these explicitly.

### BACKGROUND

“Markesia” won its independence from foreign rule more than four decades ago. Since then it has come a long way in terms of its economic, social, and military strength. Since the opening up of the economy a couple of decades back the economic situation has improved drastically. Industries have flourished and the standard of life in urban areas has improved significantly. The military power has been strengthened with latest technologies and has been supplemented by an ambitious space research program. Some pundits have even predicted that the country will become the next superpower. “Markesia” consists of 25 territories – and it celebrates unity through diversity. Cultural variety and linguistic diversity over these territories have been the hallmark of the country, and are core to its national identity.

However the following issues have been causing great dissatisfaction amongst the citizens recently.

- Rising unemployment
- Ballooning inflation
- Lack of social justice
- Rich poor divide
- Extreme corruption
- Neglect of agriculture sector and rural regions





# Ad-o-Holic Event Document



“Markesia” will be facing its 11th General Election in coming couple of months. The three main political parties of the country will be fighting for their share of power for the next **sixty days**.

## THE CONTENDERS

### SECULAR PARTY OF MARKESIA

This has been the oldest political party of the country and the leadership of the party has been mostly shared by dynasties of its great former leaders who fought the war of independence. The party portrays itself as the one for poor. Having ruled the country for last 5 yrs the party has advantage of going into election with a good governance track record. The party is promising a decrease in inflation, reduction in unemployment levels and upliftment of the underprivileged masses.

### NATIONALIST PARTY OF MARKESIA

The party rose to dominate the political scene on the basis of issues that catered to the religious sentiments of a particular community. But recently it seems to have lost direction. Lack of stable leadership and continuous infighting has weakened the party. It promises good governance and better leadership on the international stage for the country. It hopes that the discontent against the ruling party amongst the citizens would aid its efforts in the elections.

### SOCIALIST PARTY OF MARKESIA

The party portrays itself as the savior of the lower and middle classes. Its socialist attitude differentiates the party from rest of its competitors. However with globalization and heavy industrialization the party has been losing popularity of late. Even its grip on the state of its origin (where it has ruled for an eternity) seems to be slipping. Having allied with the Secular Party in the last general election, the party is against such an alliance this time due to the perceived increasing affinity of government with other capitalist nations. It has been significant in only two to three territories of the country.

## EVENT RULES

Adoholic is a two round event. Selected teams from the first round will have to present their deliverables in front of a panel of judges.

### ROUND ONE – ELIMINATION ROUND

- The team has to select one of the above stated political parties and strategize a political campaign for the coming general election. The team will have to submit a power point presentation of not more than 20 slides covering the following points:
  - 1) Communication strategy (plan, timeline, etc.)

## 2) Media selection

Note: The PPT should not exceed 10MB in size

- For the same political party, the **following creatives have to be delivered:**
  - 1) One Television Commercial (max. 60 seconds)
  - 2) One Print OR Out of Home (hoarding)
  - 3) One Radio Jingle (30 seconds or less)
- Optional Deliverable
  1. Logo and tagline

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## DEADLINES

**First Round: Sunday, 26th September 11:59 PM**

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## 2ND STAGE – PRESENTATION ROUND

- The shortlisted teams will have to present their marketing strategy.
- Additional deliverables for the second round are:
  1. Outline of Social Media campaign – 5 slides max. (Facebook, Twitter and blogs only, no creatives)

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## GUIDELINES FOR 2ND ROUND

- Presentation duration: 10 minutes
- Q&A: 5 minutes
- At least 2 members of the team should be present during the 2nd round.
- Given the politically sensitive nature of politics, please bear in mind that this is a marketing event and not a stage to air your political views.

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## GENERAL RULES

- Teams will have to mail their entries at [markup.imt@gmail.com](mailto:markup.imt@gmail.com) with the subject line "Adoholic\_TeamName"
- Only teams that have registered online (either via the spreadsheet, or by e-mail) will be considered for evaluation
- Files of large sizes can be sent via other means (e.g. via yousendit.com, personally to markup members via pen drives, or a link on youtube.com)
- Rules for second round will be announced along with shortlist at the end of 1st round.
- 3 participants per team maximum
- One person cannot be the member of more than one team.
- Cover slide of the ppt should include details about the team name, Institute name, participant details and email Ids and phone contact number. These details should not be mentioned anywhere else in the deliverables.
- The participants cannot change the team composition once the deliverables for the 1st round have been submitted.
- At least 2 members of the team should be present for the presentation round.



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- The entries received will become the property of the organizers.
- The decision of the organizers of the contest will be final and binding on all the contestants.
- Last Date of Submission: 23:59 26<sup>th</sup> September, 2010

## REGISTRATION

Teams can register either with MarkUp members or online at <http://bit.ly/adoholicreg>

## FOR ANY QUERIES, PLEASE CONTACT

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