



Presents

## Online Marketing Event

SJMSOM, IIT Bombay presents Avenues 2009 and calls participation for Online Marketing event.

**Shaadi.com presents Online Marketing Event** where you create an online marketing campaign for Shaadi.com based on the line:  
Real People. Real Stories. **Shaadi.com is a place where real people meet and real success stories happen.**

The teams are welcome use their creativity to communicate the message for the site.

Deliverables are:

- 1) Online banner campaign (single or multiple)  
Poster in jpg, gif or bmp format.  
Dimensions: 425 X 200 (maximum dimension)  
Size: not more than 1 MB
- 2) An online video ad : 30 - 40 secs  
Format: Any format uploadable on Youtube.com  
Dimensions: 425 X 283 (preferred)

**Prizes worth Rs. 10,000 to be won.**

Team size: Two (maximum)

### Rules:

- 1) No Prior Registration required.
- 2) Submit your entry to [avenues+shaadi@sjmsom.in](mailto:avenues+shaadi@sjmsom.in) with deliverables at earliest. Last date would be 30 October 2009, 23:59:59 for submission of entries.
- 3) Teams have one week to work on this event from conceptualizing to execution.
- 4) Once the team is finished with the deliverables, they would submit it to the online team at Avenues 2009
- 5) The Online team would upload the ad campaign online for online voting. (Please allow a maximum of six hours to upload the ads online.)
- 6) Winners will be declared based on combination of online votes and quality of advertisement as judged by marketing head of the People Group.
- 7) Last day for voting is 1 Nov, 7 pm

Note: The nature of the event gives an inherent advantage to the first mover. So, act fast!

Contact:

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