

Y3C

Background
Guide



 MARKETING

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Letter From The Chairperson

Dear Delegates,

It is with great pride and honour that I welcome you to the Marketing Committee for the 11th Edition of the Young Entrepreneurs Conference, at The Doon School. Imagine our committee as an intricate clockwork mechanism, each cog and gear essential for precise and harmonious function. Just as a masterful timepiece requires a meticulous blueprint and a skilled horologist to ensure perfect synchronisation, let this note serve as the intricate blueprint and the guiding hand for our collective endeavours. This document is designed to be an invaluable resource for every member, from the enthusiastic novice to the seasoned expert, ensuring that we all move in unison towards our shared goals. This year, Arijit Singh Sandhu and Virkaran Singh will be serving as the deputy chairpersons for the marketing committee.

As we embark on this journey, envision our Marketing Committee as a dynamic arena where creativity meets strategy, and innovation knows no bounds. Delegates will be presenting their meticulously crafted portfolios showcasing innovative marketing strategies. Collaborative endeavours will be the cornerstone of our approach, as delegates join forces to market products, engaging the audience in spirited bidding that highlights their prowess in persuasion and strategic thinking. To keep the excitement palpable, the Executive Board will introduce surprises, challenging delegates to navigate unforeseen crises with agility.

Within the sessions, delegates will face each other head-on, exchanging ideas, challenging assumptions, and sharpening their skills in the crucible of debate. However, it is essential to note that the guide should not be relied on as a crutch for conducting independent research. It is crucial to remember that it is easy to become overwhelmed by the technical aspects of these issues.

In case of any queries, concerns, or suggestions, please do not hesitate to reach out to me at daksh.445.2025@doonschool.com. With that, I wish all of you the best of luck for a mentally taxing yet intellectually enriching experience. Looking forward to seeing you all at the conference!

Warm Regards,
Daksh Raj Arora
Chairperson - Marketing Committee

Overview

The Marketing Committee aims to provide a platform for Young Entrepreneurs to showcase their marketing prowess, collaborate, innovate, and compete in a series of sessions designed to simulate real-world business challenges.

For this year's Marketing Committee, diverting from last year's structure, the participants will find themselves in the shoes of independent Marketing Representatives of their respective allotted firms and portfolios in the market of beverages. Initially, the Executive Board expects delegates to pitch their assigned portfolio, introduce it, and present a marketing campaign in the form of a digital presentation using any amount of online resources at their discretion. Delegates are encouraged to use their creative sides to accentuate their pitch. They are expected to be well-versed with all necessary information about their assigned portfolio and should be able to answer questions asked to them regarding the same. Subsequently, they should evaluate innovative marketing campaigns with tangible and substantive ideas in their presentations. Beverages have long been one of the most profitable industries in the world. The goal for all participants is to build a marketing campaign aimed at consumers to persuade them to buy their product, subsequently proving that their product is significantly better than its alternatives. These pitches are intended to take up two committee sessions.

In the committee sessions following the ones where delegates pitch their marketing strategies to the Executive Board, participants will be allocated into groups and will collaborate with fellow delegates to present a sales pitch for a 'common product' that will be specified a week before the conference. For this engagement, the participants must con-

tact their assigned group members prior to the conference and prepare for the live-stall presentation. They have the discretion to use anything (for example- posters, caricatures, social media content etc.) to present at live stalls as salespersons and pitch their products orally to the general audience comprising roughly 50 customers who will be permitted to buy a product from only one stall. Based on these interactions they will be judged for their abilities as salespersons, collaborative team members, strategists as well as limitations and capabilities as leaders. The group that ends up with the best sales at the end of this activity will win this stage of the committee. Remember, the Executive Board will always be present to oversee everything and rank the participants based on their performance as part of their group on aspects like teamwork, ideation and creative approaches to different problems faced by the team.

Before heading into the second day of the conference, through an anonymous and non-bias system of chit-picking, all the participants have to prepare for measures to tackle an individual 'surprise' which will be presented in the form of a crisis for committee session 4 where each participant receives a different crisis in regards to their original portfolio assigned. 20 different startups face 20 different crisis at random. This will be followed by an intriguing and dynamic session of debates in between the delegates who will be affected by each other's crisis, making up for an exciting second day.

Portfolios:

The Marketing Committee will be centred around 20 different beverage based companies that will each be allotted to the delegates. These companies have been carefully chosen in order to make the portfolios more diverse, entertaining different regions, cultures and age groups. The portfolios have a wide range of companies from market leaders to startups, encouraging delegates to think out of the box when it comes to the real life application of different marketing strategies. Attached below are the website links and the company names for the convenience of the delegates. Delegates are strongly urged to individually research in depth regarding their portfolio and the marketing strategies they would like to present for the same, keeping in mind the Stance and vision of the company. and vision of the company.

• Companies

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- G Fuel - <https://gfuel.com/>
- Fiji Water - <https://www.fijiwater.com/>
- Rebbl - <https://rebbl.com/>
- Recess - <https://takearecess.com/>
- Nopalogy - <https://drinknopalogy.com/>
- Starbucks - <https://www.starbucks.com/>
- Jimmy's Cocktails - <https://drinkjimmys.com/>
- Red Bull - <https://www.redbull.com/in-en/energydrink>
- Bang Energy - <https://www.bangenergy.com/>
- Monster Energy - <https://www.monsterenergy.com/en-in/>
- Sleepy Owl - <https://sleepyowl.co/collections/cold-coffee-cans>
- Athletic Brewing Co. - <https://athleticbrewing.com/>
- Big Day - <https://big-day.com/>
- Frooti - <https://www.parleagro.com/brand/5>
- Prime - <https://drinkprime.com/>
- Liquid Death - <https://liquiddeath.com/en-in>
- Sting - <https://stingdrink.com/>
- Function Drinks - <https://www.functiondrinks.com/>
- Coca Cola - <https://www.coca-cola.com/us/en>
- Real - <https://www.realfruitpower.com/>

Challenges and Outlook

As the world moves from linear business models to circular business models, the pressure on businesses to bring positive changes to their marketing strategies rises. Effective methods such as Sprite's social and sustainable impact campaign play a vital role in convincing customers to purchase their products, but delegates must be able to answer questions such as, are these sustainability campaigns alone sufficient or will other marketing strategies need to be placed as well, in order for customers to buy Coca Cola instead of drinks from competitors like Red Bull?

The beverage market is saturated. Due to this, participants will face significant challenges in convincing their customers to purchase their products and being effective in committee. To do so, the delegates must be adept in their communication skills so that they can get their point across to the Executive Board (customers) and other participants to emerge a cut above the rest.

Presentation skills will also come in handy for the same because participants will have to convey their ideas to the Executive Board (customers) through their presentation and they must use it to aid their ideation and creative skills.

Good critical thinking and reasoning skills will also be appreciated as they will help participants navigate through the changing strides of the committee. It is crucial to remember that it is easy to become overwhelmed by the technical aspects of these issues. Although the direction and course of the debate is ultimately up to the participants, it is essential to maintain a broad perspective and sight of the larger picture. They must be able to speak freely and articulate their thoughts well in order to convey their ideas effectively.

All participants must be collaborative and prove to be good team players. Within the parameters of their groups, participants will not only be judged on how well their whole team has done but also individually. The Executive Board would encourage participants to spread work evenly throughout their groups.

This simulation aims to bring the participants an inch closer to a journey of discovery that goes beyond the limitations imposed by society. In this process, you'll see the ground realities of marketing and awaken yourself. As this simulation begins and without any ill throw of the dice, you will come out better than you were ever before. We're confident that with enough enthusiasm and effort, this year's simulation of the Marketing Committee will be a great success.

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Guidelines

All participants must strictly adhere to the rules and regulations outlined in the Conference Handbook. The Executive Board wishes for all delegates to create an engaging environment in the committee and take an active approach during the course of the committee sessions. Participants need to be thorough in their research work and collaborative efforts with fellow participants. It may seem like we are asking for a lot, but in return, we will ensure that the committee is smooth, cohesive and entertaining. This committee will not give you time to catch your breath; you must be able to keep up. The YEC Secretariat and Executive Board will maintain a zero-tolerance policy for derogatory remarks, and we reserve the right to take whatever action we deem necessary if this occurs. Kindly do refer to the Conference Handbook for the complete set of rules for the conference.

Committee Flow

Overview:

The Marketing Committee for the Young Entrepreneurs Conference (YEC) is designed to simulate real-world business challenges in the beverage industry. This committee will engage delegates in a series of activities that test their marketing acumen, creativity, and crisis management skills. The sessions are structured to foster collaboration, innovation, and strategic thinking.

Sessions Breakdown:

SESSION 1: COMPANY PRESENTATION & MARKETING CAMPAIGN

- **Duration:** 1 hour 30 minutes
- **Activities:**
 1. **Roll Call:** Attendance is taken.
 2. **Roadmap Explanation:** The Executive Board (EB) lays out the session's agenda and clarifies any doubts, emphasising the Rules of Procedure (ROP).
 3. **Presentations:** Each delegate presents their assigned startup, introducing the company and its unique selling point, followed by their marketing campaign.
- * **Time Allocation:** Each delegate is allotted 4-7 minutes for their pitch.

- * **Q&A:** Following each presentation, other participants can ask questions, and the EB can comment or question.
- **Objective:** To showcase the creativity, clarity, and effectiveness of the delegates' marketing campaigns.

SESSION 2: CONTINUATION & REFINEMENT

- **Duration:** 1 hour 30 minutes
- **Activities:**
 1. **Continuation of Presentations:** Delegates who did not present in Session 1 will present their marketing campaigns.
 2. **Feedback and Refinement:** Delegates receive feedback from the EB and peers to refine their strategies.
- **Objective:** To ensure all delegates have presented and received constructive feedback.

SESSION 3: COMMON PRODUCT MARKETING

- **Duration:** 1 hour 30 minutes
- **Activities:**
 1. **Introduction of Common Product:** A common beverage product is introduced to all teams.
 2. **Team Assignments:** Delegates are randomly assigned to teams.
 3. **Marketing Campaign Preparation:** Teams prepare marketing campaigns for the common product.
 4. **Live Stall Presentation:** Teams act as salespersons, pitching their products at live stalls to an audience of local students (DoscOs).
- * **Interaction with Customers:** Teams interact with DoscOs, who vote on the most promising product using vouchers.
- * **Evaluation:** Judging is based on collaboration, innovation, effort, and the number of vouchers received.
- 5. **Crisis Allocation:** Each delegate picks a chit to receive a different crisis scenario for their original startup.
 - **Objective:** To test delegates' ability to collaborate, innovate, and effectively market a common product.

SESSION 4: CRISIS MANAGEMENT & DEBATE (SURPRISE)

- **Duration:** 1 hour 15 minutes

- **Activities:**
- 1. **Crisis Management:** Delegates present their solutions to the crises allocated in Session 3.
- 2. **Interactive Crisis Simulation:** Real-time simulation where delegates must adapt their strategies based on evolving crisis details introduced by the EB.
- 3. **Round-Robin Debate:** Delegates participate in a debate format to argue their crisis management strategies.
- 4. **Anonymous Voting:** Delegates vote anonymously for the best performers in crisis management and debate.
- **Objective:** To evaluate delegates' competence, speaking skills, crisis resolution abilities, and persuasive argumentation.

SESSION 5: FINAL PRESENTATIONS

- **Duration:** 1 hour
- **Activities:**
- 1. **Final Presentations:** Top teams and individuals present refined marketing campaigns and crisis management strategies.
- 2. **Evaluation and Feedback:** The EB and peers provide final evaluations and feedback.
- 3. **TIME ALLOCATED FOR CHAIRPERSON:** Chairperson has the discretion to effectively use this time for perhaps (Entertainment)
- **Objective:** To showcase the culmination of delegates' efforts and reward outstanding performance.
- **Evaluation Criteria:**
- **Company Presentation:** Creativity, clarity, and effectiveness of the marketing campaign.
- **Common Product Marketing:** Collaboration, innovation, effort, and success in attracting local students' votes.
- **Crisis Management & Debate:** Competence, speaking skills, crisis resolution, and ability to argue persuasively.
- **Judging Panel:**
- 1. **Composition:** Chairperson and deputy chairpersons with expertise in marketing, entrepreneurship, and crisis management.
- 2. **Role of DoscOs:** Act as the mass public to provide customer feedback and critique.
- 3. **Evaluation Method:** Based on predefined criteria and anonymous voting by delegates.
- **Key Features:**
- 1. Emphasis on collaboration, innovation, and real-world marketing skills.
- 2. Inclusivity through involving local students in the voting process.
- 3. Opportunities for delegates to showcase diplomacy, crisis management, and

debating skills.

4.

This committee flow ensures a comprehensive and engaging experience for delegates, fostering skills that are crucial for success in the marketing world.