

MICA



मधुसूदन

14th-15th Jan, 2012

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There comes a time in every manager's life,

When he stands up and fights for what he believes in.

If you have a passion for theatre and a penchant for marketing,

Experience this unique yet indispensable confluence of the two.

Take up the unique challenge of strategizing and marketing theatre.

*Sankalp invites entries for THEATRE
MARKETING COMPETITION at
'Mukhaute'-The Annual Theatre and
Cinema festival of MICA.*

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Round 1: Case Study

Saanjh is a student-run theatre company which has been staging plays for over 10 years in Ahmedabad, and has built a reputation of presenting socially critical yet entertaining theatre to the audience of Ahmedabad. This year they have picked a topic of high social relevance: the treatment of rape victims in society. The play that they have prepared is based on William Mastrosimone's play "Extremities". As in previous years, the company had started the promotional and sales activity 20 days before the staging of the play. However, 10 days have already passed but the sale of tickets looks unpromising. Out of the target sale of 500 tickets, only 50 have been sold till now.

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The company is of the opinion that the root cause of such low sales is the controversial nature of the theme of the play.

The company is worried that they may be presenting their play to a nearly empty theatre.

Analyse the possible causes for this bleak scenario and suggest suitable sales and promotional strategies for the play in order to achieve the desired sales.

Prize Money:

First Prize : Cash and Prizes worth Rs 40000/-

Second Prize : Cash and Prizes worth Rs. 25000/-

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Deliverables for Round 1:

- *Submit your analysis and proposed solution in not more than 1500 words*
- *The analysis should be submitted in .doc format with a cover page giving the Names, College, Email Ids and Phone numbers of team members*
- *The team member details should not appear anywhere else on the submitted document*

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Rules:

- *No. of team members: 2*
- *The competition is open to both first year and second year MBA students*
- *Each participant can send only one entry*
- *There is no limit to the number of entries from a particular college*
- *Last date for registration and submission of entries is 25th December '11 before 23:59:59 hrs*
- *Mail us your entries at sankalp.rannshetra@gmail.com in the below format -*
Word Doc:
<Team Name>_<College Name>_Round 1

For Queries :

Sana Arora
+91-8980030710

Priyanka Shah
+91-9909964749

Dileep Tiwari
+91-9099904189