

## **'ALL ABOUT LOGOS'**

Highlighting the importance of 'logo' and 'tagline' in the cycle of a company's advertising, students of commerce department organised a two-day intra-college competition as a pre-event of RECLAMO'15. On the morning of 27th August the elimination rounds were organised. Under the guidance of our teachers (Dr. Parag Ajagaonkar, Dr. Neela Nair and Ms. Aurora Vaz) the event was conducted in a spacious class room on the sixth floor of college (Room #617). With the large participation of students, Mr. Jai Goradia (vice chairperson Reclamo'15) hosted the event. Round one called 'Identifying the logos' had about 50 logos which were to be identified within four minutes. Top 40 students were selected for the next round on the basis of number of correct answers. Fillers during the events included debates and advertising quiz, whose winner were given vouchers. The second round tested multiple skills like, expand the abbreviations based on companies' names, identifying the company's name by given tagline, matching the logos with given taglines, etc. In round two, top 18 students were selected. Further dividing those 18 students in a team of 3 each, 6 teams were formed. Each team was given a 'Company Profile' with the task of preparing a completely new company logo and to frame a new tagline. Rules were explained and overnight time was allotted for preparation which marked the end of Day One.

On the morning of 28th August, 2015, Friday, everybody assembled in the Conference Room of Mithibai College. As judges we had Ms. Aurora Vaz, Dr. Neela Nair and Dr. Parag Ajagaonkar. Other faculties who were also present, included Mr. Alpesh Mehta and Mr. Rajkumar Gupta. The participants presented their presentation to our panel of judges. The event was hosted by Mr. Jai Goradia. The presentation was followed by prize distribution ceremony. Best Team, Best Speaker and Most Creative Logo were felicitated with trophies. Runner up and the second runner up were awarded with certificates. This is how 'ALL ABOUT LOGOS' presented by the Commerce Association of Mithibai College as the 1<sup>st</sup> chapter of its advertising festival Reclamo'15 came to an end.

**-Ms. Aditi Bhatt.**  
**(Chairperson Reclamo'15)**

# GALLERY









