

M-CUBE: THE MARKETING CLUB, DSM

WILD CARD ENTRY CHALLENGE

Think you have what it takes to get into M-Cube?

The Wild Card Entry is your **final opportunity** to earn a place in the club. There will be **no interview round**. Your task submission will be the basis of your selection.

Maximum selections: 4

THE CHALLENGE: MAKE IT HAPPEN

Imagine you have to launch **CampusGo**, a platform that helps students discover internships, competitions, events, workshops and other opportunities.

You have **7 days and a budget of ₹2,000** to get students on your campus to sign up.

Your Task

Create a marketing campaign that can actually work.

Your submission must include:

1. The Idea

- Target audience
- One key student insight or problem
- Campaign name and tagline
- Your core campaign idea

2. The Content Create:

- 1 Instagram Post
- 1 Instagram Story
- 1 Reel concept with a hook and basic script
- 1 WhatsApp promotional message

3. The Execution Create a simple **7 day campaign plan** showing:

- What you will do
- Where you will do it
- Why you will do it

Also show how you would spend the **₹2,000 budget**.

4. The Twist

On Day 3, a student posts:

"CampusGo is just another platform collecting our data. Why should anyone trust it?"

The post starts gaining attention.

Explain in **maximum 150 words** how you would handle the situation.

SUBMISSION

- **Maximum 8 slides**
- Submit as **one PDF**
- Canva, PowerPoint, Figma or any other design tool may be used
- AI tools may be used, but **your thinking and originality will be evaluated**

EVALUATION

Criteria	Weightage
Strategy and Insight	30%
Creativity	25%
Execution and Practicality	25%
Problem Solving	20%
Total	100%

DEADLINE

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Late submissions may not be considered.

There will be **no interview round**.

Only **up to 4 candidates** will be selected.

Don't just tell us you can market.

Show us.

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