

IBA Marketing Club organizes KFC AD WAR 2010

The IBA Marketing Club, in collaboration with KFC, recently held IBA's first interuniversity ad-making competition. The team was facilitated by the Patron, IMC, Ms. Nida Aslam Khan and guided under the leadership of the Manager, IMC, Zeeshan Channa.

The closing ceremony of this competition, titled the KFC Ad War, took place at the APWA Auditorium, IBA City Campus, Karachi, on Sunday, the 2nd of January 2011. Accomplished people from



the corporate world attended the ceremony in the capacity of a judge, these included, Mr. Fuad Hameed (Marketing Manager - Cupola Group), Ms. Mehwish Rafi (CSO - Adcom), Mr. Akhter Mahmud (CEO - Brand Image), Ms. Asma Nabeel (Creative Mind - Orientm McCann) and Mr. Furqan Khan (Creative Director - Synergy). Mr. Rafiq Rangoonwala (CEO - Cupola Group) and Dr. Ishrat Hussain (Dean & Director - IBA) graced the event as the chief guests.

The closing ceremony was reflective of the weeks' hard work and

planning that had gone into making this event a success. With a reach in thousands on social networks and more than 500 participants, the workload was staggering, and shortlisting was a time-consuming task for the screening team of IMC comprising of IBA faculty. 10 entries out of more than 80 entries were shortlisted who presented their idea to the judges' panel following a screening of their TVC. The top 30 teams attended the ceremony too, and displayed dignified sportsmanship spirit.

The competition was indeed thick as participants belonging to various educational institutes coming from diversified backgrounds not only from Karachi (participating educational institutes were: IBA, KGS, CBM, SZABIST, Bahria University, MAJU, IQRA University, KU and NED University among others) but also from other cities of Pakistan had their eyes on the Grand Prize of Rs.50,000. In eventuality, the team 'CHATORAY' from IBA, Karachi walked off with the grand prize, with 'NEVERLAND' again from IBA, Karachi coming in the



second place (Rs. 20,000) and the 'BLACK ENGINEERS' from National Textile University, Faisalabad coming in third (Rs. 10,000). The youngest team of the competition, team 'DANKAY' from Karachi Grammar School, competed against the students of various universities and were left behind from



only two points. Mehwish Abdur Rauf from Bahria University won the award for the Best Ambassador of KFC Ad War 2010.

Mr. Rangoonwala, praising the efforts of the participants, said that such platforms should be provided to the youth of this country to bring out the best

from them by giving them such an opportunity. He further said that the future of Pakistan is bright because the youth of this country has the potential to take Pakistan's name to the heights of success and glory. Dr. Ishrat Husain hailed the efforts of IBA Marketing Club to bring out the hidden talent and showcasing it in front of the corporate executives from the industry. He further thanked KFC and Cupola Group for the support that they lent to team IMC in making this event possible. The event went down as a success in IBA records, and was appreciated by the corporate guests.

For further details, visit IBA Marketing Club's facebook fanpage:

<http://www.facebook.com/pages/IBA-Marketing-Club-2010-2011/164037283628898>

or visit our website:

<http://marketingclub.iba.edu.pk/home.html>

