

THE REBRANDING TUSSLE

DAY 4: 09/07/26 (Thursday)

TIME: 3:30 PM to 5:00 PM

VENUE: CONFERENCE HALL



Event Details:

Rebranding Tussle is a creative AI-powered branding competition designed to test participants' innovation, marketing thinking, storytelling, and AI proficiency. Participants are challenged to redesign and reposition a well-known brand based on a unique situation provided by the organizers.

Using AI tools and creative strategies, teams must develop a new brand identity, create promotional content, and present a compelling rebranding concept. The event encourages participants to combine creativity, technology, and strategic thinking to solve unconventional branding challenges.

Round Overview:

Single Round – The Rebranding Challenge

Each team will be provided with an existing brand and a unique rebranding situation. Based on the given scenario, teams must redesign the brand and prepare a complete rebranding strategy.

Teams will be required to create:

- A new brand identity, including a redesigned logo or tagline.
- An AI-generated advertisement in the form of a poster or video.
- A new brand story and influencer collaboration strategy.
- A final pitch presentation explaining their concept, target audience, and overall branding approach.

Rules:

1. Each team must consist of 3 participants.
2. At least one laptop is mandatory for each team.
3. The event will consist of a single round.
4. Teams will be given 25 minutes for preparation.
5. Each team will present its rebranding concept within the allotted presentation time.
6. Participants may use AI tools such as Canva, ChatGPT, Gamma, CapCut, InVideo AI, or other AI tools.
7. All submissions and presentations must be based on the brand and situation assigned during the event.
8. The decision of the judges shall be final and binding.

Event Coordinators:

Ms. Manasvi Bhadouria, Ms. Pravleen Kaur

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