

SELL THE UNSELLABLE

DAY 2: 07/07/26 (Tuesday)

TIME: 2:00PM–3:30PM

**VENUE: CLASSROOM 202
(OLD BUILDING)**



Event Details:

Sell the Unsellable is a fun and creative marketing challenge that tests participants' ability to transform ordinary and seemingly worthless objects into premium luxury products. The activity encourages participants to think beyond conventional value and use creativity, storytelling, persuasion, and marketing skills to create a compelling brand narrative.

Teams must convince the judges that their assigned object deserves a place in the luxury market. The challenge focuses on perception-building, innovation, and presentation skills, making it both entertaining and intellectually engaging.

Round Overview:

Single Round – The Luxury Pitch

Each team will receive a random everyday object through a draw. Teams will be given time to creatively reposition the object as a luxury product and prepare a persuasive pitch.

Participants may use storytelling, role-play, advertisements, product launches, customer testimonials, celebrity endorsements, demonstrations, or any other innovative presentation style. The objective is to transform the ordinary into the extraordinary and deliver a convincing luxury product pitch.

Rules:

1. Each team must consist of 3 participants.
2. Objects will be allotted randomly through a draw.
3. Teams must create their presentation around the assigned object only.
4. The assigned object must be presented as a luxury or premium product.
5. Teams may use any presentation format of their choice.
6. Preparation and presentation time limits must be strictly followed.
7. Use of offensive or inappropriate content is prohibited.
8. The decision of the organizing committee shall be final and binding.

Event Coordinators:

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