

BRAND BEATS

DAY 5: 10/07/26 (Friday)

TIME: 2:00 PM to 3:30 PM

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



Event Details:

Brand Beats is an interactive crossword-based brand challenge that tests participants' audio recall, brand awareness, memory, and quick thinking. Participants must listen carefully to famous jingles, iconic brand sounds, and audio cues to identify the associated brands and solve a crossword puzzle.

The event combines entertainment with marketing knowledge by blending audio-based clues and brand riddles into a fun and engaging competition. Participants must rely on their familiarity with brands and media to complete the crossword accurately and quickly.

Round Overview:

Single Round – Hear the Brand, Crack the Grid

Each participant will receive an individual crossword sheet containing ten answers to be filled. Five answers will be identified through audio-based brand cues, while the remaining answers will be solved using brand-related riddles.

Short audio clips such as advertisement jingles, sound marks, and famous brand voices will be played. Participants must identify the correct brand associated with each clue and complete the crossword. The participant who solves the crossword correctly in the shortest time will be declared the winner.

Rules:

1. The activity is open for individual participation only.
2. Participants must fill the crossword using only the clues provided during the event.
3. No use of mobile phones, internet access, or external assistance will be allowed.
4. Answers must be written clearly on the allotted sheet only.
5. Speed and accuracy will both be taken into consideration.
6. Any form of unfair practice may result in disqualification.
7. The decision of the organizing committee shall be final and binding.

Event Coordinators:

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