



Eureka – The Marketathon

Date: 12th – 13th February 2026

Time: 11:00 a.m.

The Entrepreneurship Cell (E-Cell) of MSIT under the guidance of the Ecell convener Prof. Neeru Rathee, successfully organized *Eureka – The Marketathon 2026*, an engaging and intellectually stimulating marketing competition aimed at fostering innovation, strategic thinking, and brand-building skills among students. The event was hosted by Ms. Preetika from the Event Management Department of E-Cell MSIT. Designed as a dynamic platform for aspiring marketers and entrepreneurs, Eureka encouraged participants to transform ideas into impactful brands while experiencing the intensity of real-world marketing challenges.

The event commenced with a warm welcome to all participants, introducing them to the objectives of the competition and the exciting rewards, including goodies worth ₹5,000. The introduction set an enthusiastic tone for the competition, motivating participants to approach each round with confidence, creativity, and determination.

Objective of the Event

Eureka – The Marketathon was conceptualized to help students understand that marketing extends far beyond selling a product. The event emphasized the importance of understanding customer needs, building strong brand positioning, creating meaningful consumer connections, and strategically presenting ideas in a competitive market environment. Through its structured rounds, the competition aimed to cultivate entrepreneurial thinking, teamwork, adaptability, and effective communication skills. It reinforced the idea that even the most innovative products require well-planned marketing strategies to achieve success.

Marketing Session by Incubation Heads

Before the commencement of the competition, an insightful marketing session was conducted by the Incubation Department Heads Madhav, Satyam, and Krishna. The session provided participants with foundational knowledge and strategic direction, covering key marketing concepts such as brand positioning, audience targeting, strategic formulation, and transforming innovative ideas into impactful brands. Their guidance equipped participants with practical insights, enabling them to approach the competition with structured thinking and clarity. This session ensured that teams were better prepared to align creativity with strategy.



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Round 1 – Brand Spirit

Round 1 of the Marketathon, titled “*Brand Spirit*,” required teams to build a brand based on an on-the-spot problem statement. Each team was given two hours to prepare a structured pitch deck including a brand name, logo, tagline, social media post, and a brief marketing strategy. The round evaluated creativity, originality, storytelling, and strategic alignment with the target audience.

Mentors Anshika, Om Sharma, Hitesh, Rishab, and Vishakha guided participants throughout the preparation phase, ensuring clarity and alignment with marketing principles. Interactive game sessions conducted by Shambhavi and Ansh helped maintain energy and enthusiasm. The round concluded with pitch deck submissions, and shortlisted teams were informed about advancing to Round 2.



Round 2 – Market Mastery Round

Round 2 was designed to elevate the competition by shifting focus from idea creation to execution, communication, and crisis management. The primary objective was to evaluate how effectively participants could present their brand concepts and respond to unexpected business challenges. This

stage aimed to nurture confidence, adaptability, logical reasoning, and structured thinking, skills essential in entrepreneurial and corporate environments alike.

Competition Format

Round 2 followed a dynamic format with two components: a 90-second Advertisement/Skit Presentation and a Crisis Management Challenge. In the first stage, teams creatively promoted their brand within a strict time limit, focusing on clarity, storytelling, and audience engagement. In the second stage, they were given a business-related crisis scenario and asked to propose practical solutions with strong justification. Teams were evaluated on originality, clarity, execution, feasibility, and logical reasoning.

Judge and Mentorship

A significant highlight of the event was the presence of Aarush Dhawan, Co-Founder, COO & CMO at SERVIZ, who served as the judge for the competition. With extensive experience in brand building, sales strategy, and revenue generation, his participation brought valuable industry perspective to the event.

Beyond evaluation, his constructive feedback, insightful observations, and thought-provoking questions provided participants with a deeper understanding of how ideas are assessed in professional settings. His interaction bridged the gap between theoretical marketing concepts and real-world expectations, significantly enriching the learning experience for all participants.



Engagement and Event Atmosphere

Round 2 maintained high energy and enthusiasm throughout the session. The advertisement performances encouraged spontaneity and creativity, while the crisis challenge introduced unpredictability, keeping participants actively engaged. The structured transitions between presentations, appreciation remarks, and supportive audience participation fostered a motivating and competitive environment. The event encouraged students to step outside their comfort zones, present ideas confidently, and handle pressure constructively.

Announcement of Winners

At the conclusion of the competition, the winners of Eureka – The Marketathon 2026 were announced, team “Dhoom Machale” who delivered an exceptional performance. The judge awarded the winning teams with their respective prizes, recognizing their creativity, strategic depth, and confident execution. The announcement marked a celebratory culmination of the event’s competitive spirit and hard work.



Conclusion

Eureka – The Marketathon 2026 proved to be an enriching and transformative experience for all participants. The event successfully combined creativity, strategy, execution, and crisis management into a comprehensive learning platform. Participants demonstrated remarkable innovation, confidence, teamwork, and analytical ability under time constraints.

Regardless of the final results, reaching the advanced stages reflected dedication, preparation, and courage. The event reinforced essential qualities such as communication skills, adaptability, structured reasoning, and leadership potential. The session concluded with gratitude extended to the judge, mentors, organizing team, and participants, marking Eureka 2026 as a significant milestone in fostering entrepreneurial and marketing excellence at MSIT.



