



MARKETING CLUB ACTIVITY

MEME Competition
on the occasion of the EARTH DAY on 22nd April 2023



*"A **MEME** acts as a unit for carrying [cultural](#) ideas, symbols, or practices, that can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable phenomena with a mimicked theme".*

*"A **MEME** is an image with a witty piece of text that is used for sharing information over the internet with witty and humorous content". With the stride of time, memes have become more niche and are used for marketing & promotion by the organizations to stand out in the competitive arena. Therefore, "**GENYM- the Marketing Club**" of AIMT is organized a Meme Madness Competition on the theme of "**EARTH DAY**" for all the students of MBA and BBA.*

The objective of this event is to explore the Creative-cum-Marketing attitude of students towards the current happenings around.

Around 20 entries were judged by our panel of two judges based on the innovativeness, originality and overall humour. All the entries were appreciated as the thinking of each of the individuals was different from that of others. The results are as follows:

- 1st position- Shivam Kaushal, BBA 02
- 2nd position- Vijayanta Panwar MBA 19, Section-B
- 3rd position- Shikha Sharma MBA 18, Section-B

