

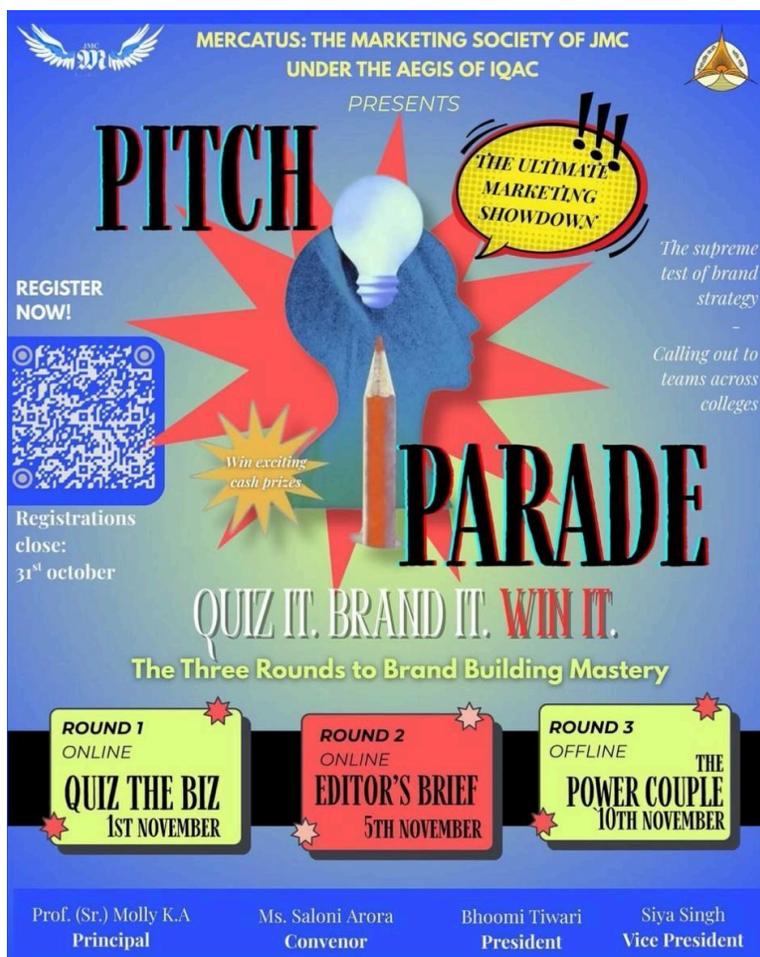
Mercatus
The Marketing Society
PitchParade 2025
Event Report

Date: 10 November, 2025 (Monday)

Venue: Seminar Room, Jesus and Mary College

Time: 10:30 a.m. - 3:00 p.m.

The Marketing Society of Jesus and Mary College, Mercatus, successfully organized its flagship event, PitchParade powered by Unstop, on campus. The first and second rounds, 'Quiz The Biz' and 'Editor's Brief', were held online on 1st November 2025 and 5th November 2025 respectively. The final round, titled The Power Couple, celebrated creativity, strategic thinking, and innovation by challenging participants to merge two distinct brands into one unique and cohesive marketing campaign.



The poster for PitchParade 2025 features a blue background with a central graphic of a lightbulb inside a blue silhouette of a head, with a pencil pointing upwards. A red starburst is behind the head. Text includes: 'MERCATUS: THE MARKETING SOCIETY OF JMC UNDER THE AEGIS OF IQAC PRESENTS', 'PITCH PARADE', 'THE ULTIMATE MARKETING SHOWDOWN', 'REGISTER NOW!', a QR code, 'Win exciting cash prizes', 'Registrations close: 31st october', 'QUIZ IT. BRAND IT. WIN IT.', 'The Three Rounds to Brand Building Mastery', and three round boxes: 'ROUND 1 ONLINE QUIZ THE BIZ 1ST NOVEMBER', 'ROUND 2 ONLINE EDITOR'S BRIEF 5TH NOVEMBER', and 'ROUND 3 OFFLINE THE POWER COUPLE 10TH NOVEMBER'. At the bottom, it lists the Principal, Convener, President, and Vice President.

MERCATUS: THE MARKETING SOCIETY OF JMC
UNDER THE AEGIS OF IQAC
PRESENTS

PITCH PARADE

THE ULTIMATE MARKETING SHOWDOWN

The supreme test of brand strategy
Calling out to teams across colleges

REGISTER NOW!



Win exciting cash prizes

Registrations close:
31st october

QUIZ IT. BRAND IT. WIN IT.
The Three Rounds to Brand Building Mastery

ROUND 1 <i>ONLINE</i> QUIZ THE BIZ 1ST NOVEMBER	ROUND 2 <i>ONLINE</i> EDITOR'S BRIEF 5TH NOVEMBER	ROUND 3 <i>OFFLINE</i> THE POWER COUPLE 10TH NOVEMBER
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Prof. (Sr.) Molly K.A. Principal Ms. Saloni Arora Convener Bhoomi Tiwari President Siya Singh Vice President

The event began at 10:30 a.m. in the Seminar Room and was graced by the presence of the esteemed judges, Mr. Nikhil Dhar, Vice President of Direct and Ancillary Sales at IndiGo, and Dr. Ruchika Khanna, Assistant Professor of Commerce at Pt. NRS Government College, Haryana University. The session opened with a warm welcome and felicitation ceremony for the judges, conducted by the Convenor, Ms. Saloni Arora, along with faculty members Dr. Anshi Goel and Ms. Vrinda Moda. The moment was captured by Tabeer, the Film and Photography Society of Jesus and Mary College.



Following the introductions, the teams began presenting their pitches, showcasing their marketing ingenuity and innovative ideas. Each team was allotted seven to ten minutes to present, followed by a three-minute question-and-answer session with the judges. A tap on the

table at the seven-minute mark signaled the teams that three minutes remained for their presentation.

The competition featured five shortlisted teams. The first to present was Team Marketing Minds, who conceptualized a collaboration between Colgate and Red Bull through their product titled Focust. Their presentation blended energy and focus, highlighting how the two brands could come together to promote an active lifestyle. The second team, ShEOs, introduced The ComfortHer Ride, a collaboration between Whisper and Uber. Their thoughtful and empathetic campaign centered around comfort and safety for women. With their strong concept and clear execution, Team Sheo earned the position of first runner-up.



The third team, Quid Pro Quo, presented Echoes, a creative collaboration between Spotify and IKEA. Their idea explored the intersection of music and home design, focusing on emotional well-being and personalization through sound-based décor. The fourth team, Bright Mess, showcased their campaign Bite and Bright, bringing together Zomato and Nykaa in a lively and colorful concept that connected indulgence and self-care. Their performance secured them the position of second runner-up. Finally, Team The Lannisters presented a witty and engaging campaign featuring Bata and Lays. Their originality, humor, and confident delivery impressed both the judges and the audience, making them the winners of PitchParade.

A short break was taken from 1:30 p.m. to 1:50 p.m., giving participants and attendees a chance to relax and interact before the remaining teams continued with their presentations. Throughout

the event, the judges evaluated the teams based on creativity, presentation, marketing relevance, and audience engagement. They commended the participants for their fresh perspectives and professional approach.

After all teams had presented, the results were announced. Team The Lannisters secured the first position, followed by Team ShEOs as first runner-up and Team Bright Mess as second runner-up. The event concluded at 3:00 p.m. with a vote of thanks that expressed gratitude to the judges, participants, faculty members, and the Mercatus core team for their collective efforts in ensuring the smooth conduct of the competition.





Special appreciation was extended to the sponsors whose support made the event possible. Sports and More was the food sponsor, Unstop served as the event sponsor, Pine Box Foods partnered as the bakery sponsor, and MindOnook joined as the gifting partner. Their contributions helped make PitchParade a memorable success.

PitchParade powered by Unstop proved to be an inspiring platform that celebrated creativity, marketing insight, and collaboration. The event not only highlighted the exceptional talent of the participants but also reflected the spirit of innovation that Mercatus continues to promote within the college community.

