VIPNAN | THE MARKETING CLUB OF USMS

MARKET WARS

Event Report • 8th September 2026

Event at a Glance

Event	Market Wars
Organised by	Vipnan, the Marketing Club of USMS
Date	8th September 2026
Format	Two rounds: Brand Launch (ad + go-to-market) and Brand Defence (crisis questions)
Total attendees	35
Venue	D-112 USMS
Winners	MANAN KHANNA

1. Overview

Market Wars was a two-round marketing competition conducted by Vipnan, the Marketing Club of USMS, on 8th September. It brought 35 attendees together to test the skill marketers rely on most: building a brand from scratch, then standing behind it when it is challenged.

Instead of case studies on real companies, participants worked with imaginary brands. Every team started with the same blank slate, so creativity and strategic reasoning decided the outcome rather than prior brand knowledge.

2. Objectives

- Give students hands-on practice in advertising and go-to-market planning.
- Test how well teams justify their marketing decisions under pressure.
- Build presentation, teamwork and quick-thinking skills in a competitive but friendly setting.
- Make marketing learning at USMS more engaging and practical.

3. Event Format

ROUND 1 **Brand Launch**	ROUND 2 **Brand Defence**
Teams drew chits that gave them the building blocks of an imaginary brand.	Each team had to justify its brand when faced with a problem, also handed over through chits by the club.

They then had to create an advertisement and a go-to-market strategy for it, and present both.	The task shifted from creating to defending: thinking on their feet and backing their decisions.

Why chits? Random draws kept every team on equal footing and added an element of surprise. Teams could not rehearse a "perfect" answer in advance and had to work with whatever the draw gave them.

4. How the Event Unfolded

Round 1: Brand Launch. Teams drew their chits and received the details of their imaginary brand. They then built an advertisement concept and a go-to-market strategy around it, covering how the brand would reach its audience and why it would win. Each team presented its work to the judges and audience.

Round 2: Brand Defence. This round raised the stakes. Teams drew problem chits prepared by the club and had to justify their brand in light of the problem. The round tested whether the Round 1 strategy was built on sound reasoning or only looked good on a slide.

5. Key Takeaways

- **Strategy needs a reason behind it.** Round 2 showed that every creative choice has to be defensible.
- **Constraints help creativity.** Chit-based briefs pushed teams to think harder than an open brief would have.
- **Thinking on your feet matters.** Real marketers face unexpected problems daily, and the event simulated that.
- **Teamwork decides results.** Teams that divided roles clearly presented with more confidence.

6. Conclusion

Market Wars was a successful and engaging event for Vipnan. With 35 attendees and a two-round format that tested both creation and defence, it gave participants a realistic taste of marketing work. Vipnan thanks all participants, volunteers and attendees, and looks forward to hosting more events that put marketing learning into practice.

Prepared by Vipnan, the Marketing Club of USMS

Event Moments



The club briefing participants during the event.



Applause from the room as a team finishes its turn.